

# What are the requirements of a B2B modern platform?

## **Strive for personalization, easy ordering, access to negotiated prices**

B2B companies should prioritize several key elements to enhance their customer experience and drive business success. By tailoring content, product recommendations, and pricing information to individual customers based on their preferences and past interactions, they can create a more engaging and efficient user experience.

# CHECKLIST CHECKLIST CHECKLIST

<b>User roles</b>	Enable customers to manage their corporate account and set up multiple tiers of buyers who have specific roles and permissions.
<b>Punchout</b>	Allow your customers access and shop your store without leaving their internal systems.
<b>Product configurators</b>	Provide online product configurators to help users customize a product to their needs, and ensure that orders are accurate and complete.
<b>Differentiated customer pricing</b>	Most B2B customers use a site only after they've signed a contract and expect their orders to reflect any volume discounts and price breaks they've negotiated. All orders must accurately reflect that differentiated pricing.
<b>Price tiering</b>	Price tiers are a great opportunity to upsell order, i.e. spend \$10,000 to earn an additional 5% off.
<b>Purchase order support</b>	All businesses rely on purchase orders to track expenses to the right account and to analyze operating costs. B2B sites should allow users to enter P.O.s quickly and easily.
<b>Invoice portal</b>	Generate invoices from the ecommerce site or from within your ERP system. Invoice portals support multiple payment options: PayPal, Braintree or any other payment gateways, purchase order, credit card.
<b>Project quotes</b>	Many B2B customers will purchase items for projects they'll deliver to their clients (e.g. contractors renovating an office space). In such cases, they'll need a quote for all the costs that they can share with their clients and collaborate on changes.

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<b>Quote templates</b>	Your customers will need templates for services they order, and want to create and store those templates on the B2B site.
<b>Grid ordering &amp; listview</b>	Enable users to select desired products and sizes from a grid of SKUs, or even upload a spreadsheet. Or allow customers to place orders by calling up a list and adding the quantity for each item.
<b>Search &amp; merch</b>	Robust search and filtering capabilities to allow users to easily access the entire catalog, combined with AI-driven product recommendations.
<b>Sales rep masquerading</b>	Enable your sales reps to log into the B2B site on behalf of a customer in order to access orders and shopping lists to ensure they are accurate and complete.
<b>Easy inventory vision</b>	Enable customers to view what inventory is available and when they can expect to receive it.
<b>Mobile experience</b>	A mobile experience is essential for B2B commerce because it ensures on-the-go accessibility and convenience for decision-makers, directly impacting engagement and sales.

# Jumpstart your platform upgrade with modern approaches

Businesses have two efficient ways to upgrade their B2B platform as quickly as possible: composable commerce or a hybrid approach. Both allow for quicker implementation and maximum flexibility.

## 1 Composable commerce: a component-based approach.

A modern approach to digital commerce, involving the selection and assembly of various “best-in-breed” commerce solutions to create a custom application tailored to your needs. One of the primary advantages of composable commerce is its ability to leverage data across various touchpoints. By integrating MACH based systems and applications, businesses can gather and analyze data more comprehensively, enabling them to derive valuable insights into customer behavior and preferences.

## 2 Hybrid approach: decouple what’s really important for your business

A hybrid approach begins with a fully functioning ecommerce platform such as BigCommerce, Shopify or Adobe Commerce, but the business opts to replace some of the pre-existing functionality with best-in-breed point solutions, such as Bloomreach for search or Gorgias for customer service.

While both the composable commerce and hybrid approach offer considerable flexibility, composable offers more options for integration of new tools and flexible front-end solutions.



## Jumpstart the process with O2’s Accelerator

Because we believe in the power and flexibility of composable commerce, we have developed an accelerator to help manufacturers, distributors and suppliers launch composable commerce sites quickly and efficiently.

Our accelerator is specifically made for medium and large enterprises that want to deliver a premier B2B commerce experience while optimizing their operational efficiency. It leverages pre-built components, integrations and best practices to rapidly create and customize online composable storefronts.

Businesses can launch their commerce platforms faster, streamline complex processes, and provide a seamless shopping experience to their customers.

For more information:

[O2’s B2B commercetools accelerator.](#)

# Let's Talk

O2 Commerce is a leading ecommerce firm specializing in the development of integrated, scalable and innovative ecommerce solutions especially for B2B. We help you craft the right strategies and choose the appropriate technologies for your ecommerce platform, ensuring optimal performance and successful user experience.



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